

V-WEAR '93														
							142,440				17,322			
ORIG. ORD	UPCS	ITEM	ITEMS ORDERED				NO. OF RESPONDERS				NO. OF RESPONDERS			
			TWO ORDERS				TWO ORDERS				TWO ORDERS			
			1 ORDER	1ST	2ND	TOTAL	1 ORDER	1ST	2ND	TOTAL	1 ORDER	1ST	2ND	TOTAL
7	20	LIGHTER	103,682	9,212	10,007	19,219	72,766	6,814	7,348	14,148	51.1%	39.3%	42.4%	81.7%
8	25	CAP	9,991	759	1,489	2,248	8,874	689	1,333	2,022	6.2%	4.0%	7.7%	11.7%
9	30	T-SHIRT	41,108	3,433	4,646	8,079	31,761	2,777	3,712	6,488	22.3%	16.0%	21.4%	37.5%
5	40	LACE TIE	12,917	927	1,658	2,585	12,235	892	1,585	2,476	8.6%	5.1%	9.2%	14.3%
10	40	BELT BAG	42,912	3,399	5,673	9,072	34,960	2,931	4,754	7,683	24.6%	16.9%	27.4%	44.4%
12	40	BLK SUNGLS (CAT)	22,246	1,654	2,210	3,864	20,282	1,566	2,031	3,596	14.2%	9.0%	11.7%	20.8%
13	40	TORT SUNGLS (CAT)	19,625	2,452	1,749	4,201	18,063	2,294	1,603	3,897	12.7%	13.2%	9.3%	22.5%
14	40	BLK SUNGLS (CI)	10,910	3,413	613	4,026	8,516	2,527	493	3,017	6.0%	14.6%	2.8%	17.4%
15	40	TORT SUNGLS (CI)	16,272	5,210	636	5,846	12,225	3,794	504	4,296	8.6%	21.9%	2.9%	24.8%
16	40	SUNGLASS SUBS.	8,655	27	940	967	7,904	25	855	879	5.5%	0.1%	4.9%	5.1%
17	40	SUNGLASS SUBS.	909	17	106	123	828	14	99	113	0.6%	0.1%	0.6%	0.7%
6	60	BRACELET	22,293	1,535	3,150	4,685	19,785	1,405	2,850	4,254	13.9%	8.1%	16.5%	24.6%
4	100	LACE VEST	22,068	1,420	3,097	4,517	20,807	1,376	2,967	4,341	14.6%	7.9%	17.1%	25.1%
11	225	BACKPACK	18,037	1,340	2,142	3,482	17,089	1,287	2,065	3,352	12.0%	7.4%	11.9%	19.4%
1	350	JACKET S	2,744	262	171	433	2,721	259	170	428	1.9%	1.5%	1.0%	2.5%
2	350	JACKET M	8,551	850	598	1,448	8,427	843	596	1,439	5.9%	4.9%	3.4%	8.3%
3	350	JACKET L	12,381	1,179	831	2,010	12,105	1,152	827	1,974	8.5%	6.7%	4.8%	11.4%
18			375,301											
19	40	TOT BLK SUNGLS	33,156	5,067	2,823	7,890								
20	40	TOT TORT SUNGLS	35,897	7,662	2,385	10,047								
21	40	TOT SUNGLS SUBS.	9,564	44	1,046	1,090								
22														
23	20 - 40	LOW	289,227	30,503	29,727	60,230								
24	60	MID	22,293	1,535	3,150	4,685								
25	100 - 350	HIGH	63,781	5,051	6,839	11,890								
26		TOTAL	375,301	37,089	39,716	76,805								
	20 - 40		77%	82%	75%	78%								
	60		6%	4%	8%	6%								
	100 - 350		17%	14%	17%	15%								